

Contact

abed.y.barraj@gmail.com

www.linkedin.com/in/abed-el-karim-barraj-354242135 (LinkedIn)

Top Skills

Social Media

Marketing

Sales

Languages

Arabic (Native or Bilingual)

English (Native or Bilingual)

French (Limited Working)

Certifications

IAB Digital Marketing and Media Foundations Certification

Abed El Karim Barraj

Innovative Marketer

Summary

Hi, I'm AbedelKarim. I thirst for knowledge and understanding, and I aim to leave my print by sculpting the future of marketing.

I'm a creative thinker and an adventure seeker with a warrior's heart; Consistently landing on my feet. My communication skills are exemplary and are being sharpened day by day.

Started off as a promoter, creating awareness and reminding clients/prospects about the brand. After that, I worked at Adidas developing new techniques in upselling & cross-selling products. I received training in "Connect Engage and Inspire" (CEI) that focused on body language and consumer behavior, which allowed me to become one of the product heroes. Finally, I underwent a marketing internship at BLOM Bank where a big part of my job was to deal with customers who might be angry, upset, and in real need of help.

"Great things happen to those who don't stop believing, trying, learning, and being grateful." – Roy T. Bennett, The Light in the Heart

Experience

Servebits

Sales And Marketing Specialist

2018 - Present

Lebanon

It's a project I'm working on:

- Conducting market research to find answers about consumer requirements, habits, and trends
- Brainstorming and developing ideas for never been done before marketing campaigns
- Generating Leads

BLOM BANK s.a.l.
Sales And Marketing Intern
2017 - 2019 (2 years)
Lebanon

Credit Card:

- Listen to customers' needs and make educated recommendations for the best card(s) that satisfy said needs
- Showcase credit card samples and catalogs to clients.
- Describe the terms of use and prices.
- Collect referrals from customer service operators and clients
- Assist clients in resolving complaints or any issues that may arise during card use

I experienced investment banking and sold other products such as Omniyati (savings plan), Damanati plus, Waladi plus (AROPE Insurance), and AMEX cards (sold all three).

Car loan:

- Conduct regular car dealer visits such as Suzuki, Bassoul Heneine (BMW, Reno, Mini Cooper), Abou Zein Group...
- Present promotional car loan offers to existing and potential customers
- Identify new market opportunities and grow market share
- Handle customer queries in a timely and efficient manner

adidas
Sales Associate
2015 - 2017 (2 years)
Lebanon

- Assist customers in the selection of Adidas merchandise, while providing information about the product, materials, technology, and functionality
- Drive and close sales by utilizing Adidas' selling techniques and the in-store AOS system
- Maintain store appearance, and assist in processing and replenishing merchandise and assist with customer service inquiries
- Proficient knowledge of Adidas' products and programs, including technology, product information and requirements, merchandise promotions, and advertising.

I became a Product Hero (newly established title): maintain the stock count, monitor sales and KPIs, discover new trends and perform special tasks given from the merchandising specialist.

Blast'inc

Promoter

2014 - 2015 (1 year)

Lebanon

- Attend promotional events and help set up tents, booth, and promotional goods
- Maintain positive client and vendor relationships
- Answer customer questions and concerns about our products
- Give information on how and where to buy our products or services
- Show enthusiasm for products and develop a rapport with potential customers
- Give out samples
- Build brand awareness

I worked in association with Fattal group, Transmed, and Henkel.

Education

Arts, Sciences and Technology University in Lebanon

Bachelor's degree, Marketing · (2014 - 2018)